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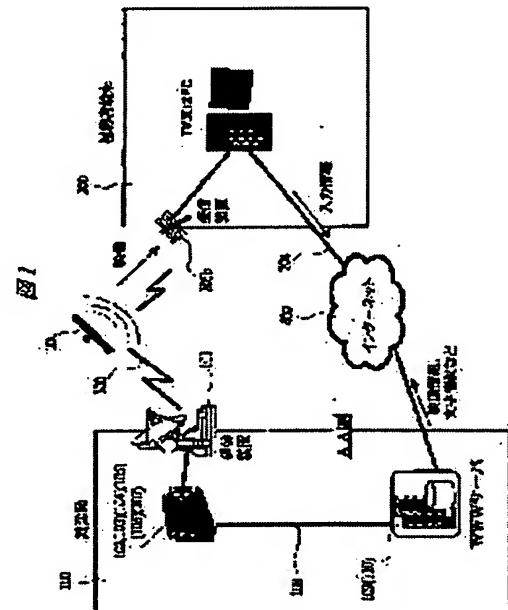
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(54) TWO-WAY BROADCAST VIEWING SYSTEM AND ITS CONTROL METHOD

(57) Abstract:

PROBLEM TO BE SOLVED: To provide a two-way broadcast viewing technique that can realize an audience participation program rich in presence.

SOLUTION: A viewer terminal 200 receiving a video image from a viewer terminal 200 via a wireless broadcast network 300 is connected to a WWW server 109 of the broadcast station 100 via the Internet 400, the WWW server 109 collects input information such as bidding information entered by a viewer viewing a broadcast video image at the viewer terminal 200, the result of collection is transmitted to a transmission video image controller 106 controlling the video coding section 102 for the broadcast video image via an intra net 108, and for example, a size of an image of a player in the broadcast video image is dynamically changed in proportion to a change in number of bids.



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